

EXTENDED WAREHOUSE MANAGEMENT FACILITATES AND ACCELERATES EXPANSION



We had a close dialogue with itelligence* all throughout the project, and there's no doubt that our solution is the result of cooperation and team spirit, where both parties have built concept, knowledge and competencies as we went along in order to find and determine the optimal manner in which to proceed.

Lars Jeppesen, Project Leader, Salling Group



Challenges

- An outdated proprietary platform that was no longer adequate
- Not enough internal resources to support the development of a new system
- A system that did not support the strategy of expansion to foreign markets



Solution(s)

- extended Warehouse Management



Benefits

- A platform that was easy to adapt to the retail sector
- A scalable platform that makes it possible to grow
- A gain in efficiency, flexibility and integration



Why NTT DATA Business Solutions?

- An equal partner from day one
- NTT DATA Business Solutions was both consultant and sparring partner
- Mastered everything from the theoretical part to the technical and the practical to the pragmatic



Company: Salling Group

Industry: Retail

Products: Food and non-food consumer goods

Number of employees: 50,000+ (2019)

Headquarters: Brabrand, Denmark

Website: www.sallinggroup.com

* Since April 1, 2021 itelligence is operating as NTT DATA Business Solutions

NTT DATA Business Solutions



NTT DATA
Trusted Global Innovator

50,000+ employees in 4 countries



A Strong Cooperation and a Huge Amount of Enthusiasm

“We have succeeded in completing the project in the best possible manner, and we have gone live within the agreed financial frame, according to schedule and scope. Of course there have been challenges on the way, but strong cooperation and a huge amount of enthusiasm from the whole team have led us across the finish line. Everything has just worked impeccably”.

The project leader from Salling Group does not hold back the compliments, when he talks about the implementation of the extended Warehouse Management (eWM) and the cooperation with NTT DATA Business Solutions. He also mentions that the project has been characterized by a very close dialogue, where both parties have built concept, knowledge and competencies in regards to the platform as they went along.

The Choice of SAP as Standard System

Salling Group took up the challenge of mastering such a transformation in 2008. A development over many years in the global retail sector made a change of systems obligatory. Furthermore, the Salling Group wanted to expand and enter new markets.

“Expansion was - and still is - a major competitive factor, and we still want to expand abroad. However, our retail- and mainframe system was only made for the Danish market, and even if the system had a lot of compensating code built in, we decided in 2005 - after thorough consideration - that our proprietary platform was no longer adequate.

The Choice of Extended Warehouse Management

“We chose SAP, and even though we started with just the finance module in October 2005, we decided to place all other functionalities with SAP as well in the summer of 2007. During spring 2008, we started our retail project”, says the ERP Manager about the chronology of the on-going eWM project with NTT DATA Business Solutions.

“We decided to start by implementing our new logistics- and warehouse management systems, as we could see there would be huge benefits related to getting Netto’s smaller stocks system-supported. We first checked out the standard version of SAP’s warehouse management solution, but since the possibilities of streamlining the warehouse management seemed much stronger and much more flexible in the eWM product, that’s what we finally decided on”.

The eWM project for Salling Group officially started in September 2008 with the message that the roll-out would be ready the following year - a deadline that was respected.

Flexibility and the Possibility to Grow

“From the very start of the project, NTT DATA Business Solutions was a natural part of the team and has been an equal partner from day one. They have worked as consultants and sparring partners from determining the requirements to when we got in the actual stocks. They have mastered it all - from the theoretical and technical part to the practical and pragmatic part. Even today, when the project is terminated, there’s still a great flexibility and sense of responsibility from their side, so we’re more than happy with our choice of partner”.

“At the same time, it was easy to adapt the eWM solution to the retail sector and with a partner like NTT DATA Business Solutions, we have gained access to the efficiency, scalability, flexibility and the integration that we were looking for. I fail to see how this could have been done more efficiently. We believe in the system”, concludes Project Manager Lars Jeppesen, Salling Group.

The thorough integration between Salling Group’s systems became a reality with the upcoming roll-out of the retail system in Sweden in January 2011, and the mainframe solution was shut down by the end of 2013.

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